



**KUOW Puget Sound Public Radio  
DEVELOPMENT Committee Meeting  
Wednesday, March 18, 2020  
3:30 – 5:00 pm**

**ZOOM ONLY MEETING**

Join from PC, Mac, Linux, iOS or Android: <https://washington.zoom.us/j/182980368>

Or iPhone one-tap :

US: +16468769923,,182980368# or +16699006833,,182980368#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 876 9923 or +1 669 900 6833

Meeting ID: 182 980 368

International numbers available: <https://zoom.us/j/182980368>

**MEETING OBJECTIVES**

- 1) Debrief the Development Committee presentation at the 2/27 PSPR Board meeting and determine next educational topic.
- 2) Learn how the organization differentiates between Community Engagement events and Station Events.
- 3) Learn how we, as Board Members, can better tune our community engagement efforts by aligning with the Community Engagement and Station Events teams’ priorities and messaging strategy.

**QUESTIONS FOR COMMITTEE MEMBERS**

*Please consider the questions below in advance of the next Committee meeting.*

- 1) How effective was the Development Committee presentation at the 2/27 PSPR Board meeting in engaging Board members? What might the Committee do differently at the next meeting to promote engagement?
- 2) What educational topic should the Development Committee present at the next PSPR Board meeting?
- 3) What questions do you have about the goals of KUOW’s Community Engagement program and the Station’s Events Platform? How can the Development Committee support the work of these two programs?

**AGENDA**

3:30-3:35 pm <i>5 min</i>	<ol style="list-style-type: none"> <li>1. <b>Welcome and Call to Order</b></li> <li>2. <b>Invitation to Disclose Possible Conflicts of Interests</b></li> <li>3. <b>Approval of January 22, 2020, Committee Minutes</b></li> <li>4. <b>Overview of Meeting</b></li> </ol>	<p>Filiz Efe McKinney</p> <p>Exhibit 1</p>
3:35-4:00 pm <i>25 min</i>	<ol style="list-style-type: none"> <li>5. <b>KUOW Debrief of Development Committee Educational Segment at 2/27 PSPR Board Meeting</b></li> </ol>	<p>Filiz Efe McKinney</p>
4:00-4:30 pm <i>30 min</i>	<ol style="list-style-type: none"> <li>6. <b>Community Engagement &amp; Station Events at KUOW</b></li> </ol>	<p>Filiz Efe McKinney &amp; Zaki Hamid</p>

*An Executive Session can be called at any time during the meeting based on the following criteria: To consider matters relating to individual employees, proprietary information, litigation, and other matters requiring the confidential advice of counsel, commercial or financial information obtained from a person on a privileged or confidential basis, or the purchase of property or services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.*



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4:30-4:50 pm <i>20 min</i>	7. <b>Committee Business</b> ➤ FY20 YTD Business Support Highlights ➤ FY20 YTD Individual Support Highlights	Filiz Efe McKinney Courtney Miller Karyn Andriesen
4:50-4:55 pm <i>5 min</i>	➤ <b>Other Business</b>	Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	8. <b>Topics for Full Board Meeting Agenda</b> ➤ Thursday, April 3, 4:30 pm	Filiz Efe McKinney
5:00 pm	➤ <b>Adjourn</b>	Filiz Efe McKinney

**Next Committee Meeting**      May 20, 2020, at 3:30 pm

**Supporting Documents**

- Exhibit 1 – DEV Committee Meeting Minutes (January 22, 2020)

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**PUGET SOUND PUBLIC RADIO  
DEVELOPMENT COMMITTEE MEETING  
MARCH 18, 2020  
3:30 – 5:00 PM**

**APPROVED MINUTES**

Upon notice duly given, a meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held virtually on March 18<sup>th</sup>, 2020 at 3:30 pm via Zoom Conference.

**PRESENT:** Filiz Efe McKinney (Chair), Vivian Phillips, Virginia Anderson, Caryn Mathes (GM/Pres) and Heidi de Laubenfels (Board Chair)

**ABSENT:** David Roberts, Paul Butler, and Ian Warner

**ALSO ATTENDING (STAFF):** Matt Albertson, Melissa Laird, Hollie Seiler, Courtney Miller, Gail DiRe, Karyn Andriesen, Michele Staal Patience, Rashad Brown, Ryleigh Brimhall, Sarah Freeman, Zaki Hamid, and Fieta Robinson (Board Liaison)

**I. Call to Order**

Ms. McKinney called the meeting to order at 3:30 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting.

**II. Approval of Committee Minutes**

Due to a lack of a quorum, McKinney tabled the minutes of January 22, 2020 Development Committee Meeting to the next meeting.

**III. COVID-19 Impact on Fundraising**

*Messaging Overview*

Ms. Mathes gave an overview of the impact the COVID-19 epidemic on station operations and staff wellness. Management is proud of the work the staff is doing. Ms. Mathes discussed the steps the team took to shift to work-from-home status. As the pandemic intensified, the entire newsroom pivoted to cover this story to ensure our community received critical health and safety information in a timely fashion. The Events team postponed planned LIVE events and together with the Community Engagement team reimagined and relaunched them as virtual events. Management will provide a one sheet outlining KUOW Coronavirus coverage to share with the Board.

*Spring Pledge Drive*

The Spring on-air fund drive is postponed due to COVID-19. Mr. Brown shared the tag line “We are here for you, No Matter What”, e-letters to subscribers highlighting COVID health related stories. The team is developing strategies for digital fundraising when situational appropriate. Ms. Andriesen provided information on BIG Give which is scheduled for May 6<sup>th</sup>. She will be working with KNKX to possibly do a simultaneous fund drive.

*Major Gifts*

Mr. Albertson gave an update on major donor engagement and next steps. The team is working on plan to connect with major donors during this time of social distancing. The Committee suggested creating a short toolkit that would include Jill Jackson’s article in Current and the Coronavirus coverage document to assist Members with donor conversations.

IV. **Community Engagement Response to COVID-19**

Mr. Hamid spoke about the pivot to virtual community engagement events during COVID-19 stay home, stay healthy, and social distancing mandate. He shared key learnings from March 13<sup>th</sup>, 2020; *That's Debatable* event, including virtual versions of currently scheduled events. The Community Engagement team is launching a new series called "Are we going to be okay?"

V. **Committee Business**

Members discussed the feedback from the Committee led educational segment at the February 27, 2020 KUOW PSPR Board meeting. Ms. Anderson suggested that a plan be created to reach out the community for feedback on our strategic reframing approach the SBP 2022 is finalized.

VI. **Adjournment**

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 4:58 PM.

Respectfully submitted,  
Filiz Efe McKinney, Development Committee Chair  
Fieta Robinson, Board Liaison